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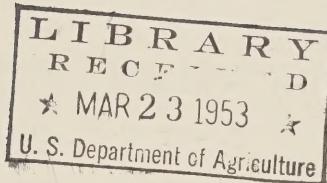
RUSSELL GARDENS • 1953

SPRING, TEXAS



Daylily "Myra Goddard"

THIS ISSUE IS ONE FOR THE BOOK ALTHOUGH NOT
IN BOOK FORM. THERE WILL BE NO CATALOGUE
THIS YEAR.



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No serious disease has ever been known to touch a Daylily

Daylilies will grow in sun or shade, acid or lime, wet or dry soil, and bloom beautifully with least care, but they respond to care and fertilization and will repay you many times for a little effort.

TRULY A LAZY MAN'S FLOWER

Here is the way to plant that long bed you've been trying to fill up—and to plant it for keeps. Perhaps you need lots of color among your shrubbery borders or along the bank of that lake. Try planting these in shade where "nothing" else grows or in the hottest patios. The foliage also is beautiful.

These will come in excellent blooming size plants and all sent postpaid. Plant early for next season's bloom. Water them a time or two, and they'll make it.

**OUR DAYLILIES
ARE PROVEN HARDY
FROM MAINE
TO CALIFORNIA**

**We Ship Only Vigorous
Heavy Size Plant**

NOTE

We pay transportation on all orders amounting to \$3.00 or more; otherwise please add 35c for postage and packing. We reserve the right to reject any orders or parts thereof, depending upon the condition of our stock and whether it has been sold out at the time of ordering. In such a case your money will be refunded. We acknowledge all orders promptly.



RUSSELL DAYLILIES as cut flowers
Longer Lasting—More buds to the stem.
PLANT NOW—From March thru Fall

A complete Daylily Garden for \$5.95 (12 Varieties Everyone different)

Would you like a brand new selection of daylilies—the most disease proof and easily grown perennials on earth—twelve brand new plants, and everyone a different variety, in a different color for a price lower than you would be asked to pay for an ordinary perennial? Then try one collection of these Russell Creations we are offering you here, at a price no one has been able to offer before for such varieties. We have selected some of the outstanding varieties from our field of over thirty acres, to offer you this

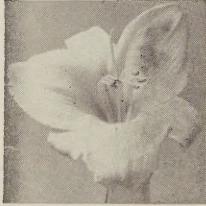
| | |
|-------------------------------------------------|--------------------------|
| 3 LEMONS AND GOLD—EACH A DIFFERENT VARIETY | ALL 12 POSTPAID FOR ONLY |
| 3 REDS AND WINES—EACH A DIFFERENT VARIETY | \$5.95 |
| 3 PASTELS (ROSE, ETC.)—EACH A DIFFERENT VARIETY | |
| 3 BICOLOR COMBINATIONS—EACH A DIFFERENT VARIETY | |

COMPLETE GARDEN. This collection will cover just about the entire season's bloom. The different varieties bloom at different seasons, giving you about five months bloom when established. Remember, these are hardy plants and once planted, regardless of where you live in America, will remain a permanent picture in your garden. These varieties will come to you unnamed but all labeled as to color.

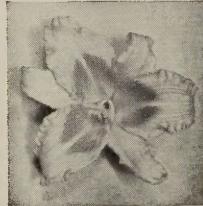
RUSSELL GARDENS • BETTER DAYLILIES • SPRING, TEXAS

Where the World Comes for the Better Varieties (Growing 30 Solid Acres)

**NOTE THE WIDE FULL PETALS AND GRACEFUL FORMS ON
THE DIFFERENT TYPE RUSSELL DAYLILIES**



A small part of our thirty acres of Hemerocallis, more than a million plants



Where, How and When Should You Plant Daylilies?

DAYLILIES can be used effectively in perennial borders, in groups of three to five interspersed with other plants. Their height should be kept in mind, of course, for there are those that grow only 12 inches tall and others as high as 6 feet. They can also be planted in the foreground of the shrubbery border, in a solid planting 2 to 3 feet wide or in groups of three to five between shrubs, thus solving the problem of filling unsightly gaps. Many people use them for naturalizing through partly shaded woods and along the banks of lakes and streams.

You people who have grown Daylilies need no advice as to their culture, for you know all about their performance, but to those of you who have not grown them yet, let me give this brief information. To begin with, Daylilies are not bulbs at all, but hardy herbaceous perennials. From Maine to California they have never been equaled for dependability by any other garden subject.

Simply plant your divisions in full sun or part shade in ordinary soil. I like to set them from 18 inches to 2 feet apart, with the roots spread out, of course. They should be planted with the crown just even with the ground surface. Only about 1 inch soil over. Spread out roots.

In my experience any time is the best time to plant Daylilies. The sooner you get them in the ground, the sooner they get established and give you blooms the following season. Of course, in the colder climates they cannot be planted when the ground is actually frozen.

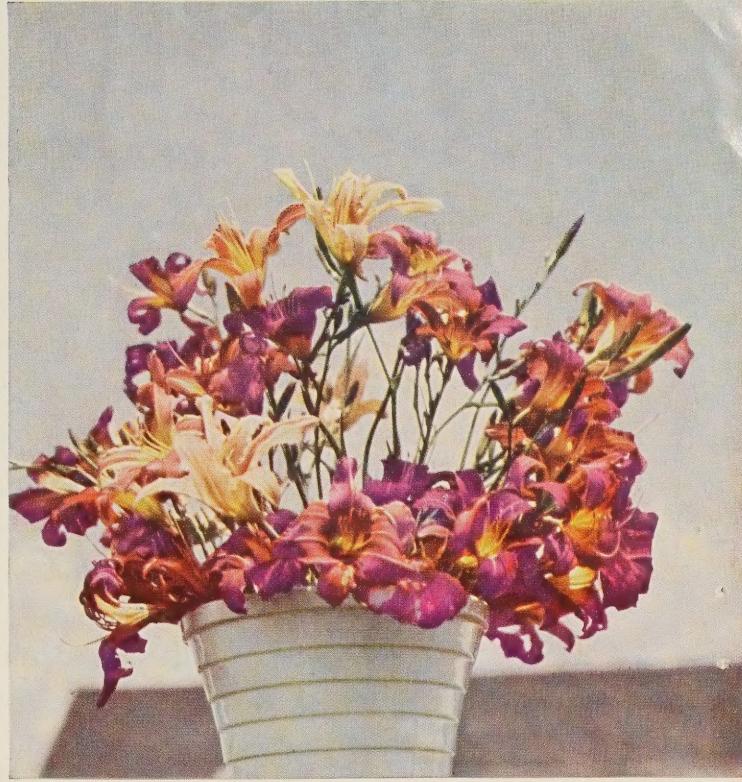
Now by carefully selecting your varieties you can have Daylilies in bloom for four or five months in the colder climates and a much longer time in the warmer states. The flowering time that we mention is for Texas; figure about a month later for the North. If you like a particular color, you can order several different varieties in that shade that bloom at different times. Each variety will give you four to six weeks of bloom when established and will prolong the blooming season in your garden.

Leave your plants alone from year to year and they will continue to grow in larger compact clumps and give you more blooms each season. Of course, after a few years they can be taken up and divided. I have seen a clump of Daylilies growing undisturbed in the same location and blooming most profusely for fifteen years and even longer.

I have never known any disease or insect pests of any consequence to bother Daylilies in the least, and have never had to spend even five cents for insecticides in my fields.

We will positively replace any plants that fail to live and get established on account of your climate. I believe Texas-grown Daylilies are better because of the husky, vigorous root growth they start with when they are shipped from our nursery. I used 11,000 on one estate in hot, dry, windswept Oklahoma, and have sent thousands of plants to that state as the result of that planting.

You may order when you like, and we will hold your plants until you wish them delivered. Ordering early avoids the disappointment of some varieties being sold out.



The New 1953 SPOTLIGHT STRAIN

Reds, Wines, Maroons, Purples and Bicolors
6 for \$3.00 • 12 for \$5.00 • 25 for \$9.00
ALL SENT POSTPAID

This new Spotlight Series is the result of crossing and recrossing the best of the widest-petaled Hybrids. Here you will find entirely new color combinations and deeper colors—reds, wines, rose and contrasting tones of unusual richness—and not a solid yellow in the lot. If you want real beauty but care nothing about names, then by all means take advantage of this offer. These hybrids have a varied blooming season and should give you five months or more of bloom after becoming established. They grow from 2 to 3 feet high. Sold in mixture only. The photographs will give you some idea of what you will get in color and petal width.



The Brand New 1953 RUSSELL SUNSHINE SERIES

6 for \$3.00

12 for \$5.00

25 for \$9.00

**All Selected Heavy Stock
and Sent Postpaid.**

Many people prefer the paler tints of lemon and gold, and to enable our customers to have some of the better new varieties in these light colors at a moderate price we have selected this sunshine series. They include some of the finest sorts ever produced in these particular colors, to be sold unnamed and unlabeled, in mixture only. Those put in this series this time are larger blooms and finer performers than ever. They are too much like many of the lovely, more costly, named varieties already on the market for us ever to release them under name. But those who want daylilies in these tints and care nothing about names should, by all means take advantage of this wonderful offer at these low prices. These varieties, in unusual shapes and with most graceful foliage, were selected to give the longest range of bloom. Most of them are large flowered and quite unlike any you may already have because no two of them will be alike.



THE BEST OF THE PROVEN STANDBYS

NOW - From March to late fall is the best time to plant - They get established before the freeze.

While we are listing here now, one of the largest varieties of better daylilies in America, we are not attempting to list them all. Many of the older varieties have become outmoded and as the largest daylily plant breeder in America I consider it my duty to offer you only the best. Before ordering these daylilies, get out our old catalogues, yes, even those of the other nurseries too, and compare our prices and quality of stock. Do you find such full wide petalled varieties in any other listings?

While we are growing over a million and a half daylilies, not all are good, by any means. Many we are growing under observation that will never reach our catalogue, but you can bet your life if they are listed by Russell Gardens they have got to be good, and proven hardy from Maine to California.

We pay postage on all orders amounting to \$3.00 or more. Otherwise add 35 cents for packing and shipping.

**all 75¢ each or any ten for \$7.00
or 3 each of any ten for \$18.50**

ALL AGLOW. Dormant. (Russell)
This 5-inch flower of the lightest, but rich velvety red is a late bloomer and an extremely profuse bloomer and is certainly a shade of red that will bewilder you. Ht. 2½ ft. July, August.

BABY TEARS. Evergreen. (Russell)
Dainty 4" bloom. Rosy red ruffled petals with yellow midrib. Yellow sepals. Ht. 3½ ft. April, May and June.

BAGGETTE. Dormant. (Russell)
This is truly a dream. Wide rounded petals of palest lemon deeply shaded old-rose, with a deeper old-rose eye zone. One of the most profuse bloomers in our fields and keeps very well. The deeply ruffled petals further enhance its beauty. One of America's best Daylilies. 5-inch bloom. Ht. 2½ ft. April, May.

BANDERA. Dormant. (Russell)
This lovely dwarf 20 inches high with brilliant red petals and chrome sepals, richly overcast a lighter shade of red has medium wide slightly recurved petals making up its lovely 4-inch bloom. June and July.

BREEZE. Evergreen. (Russell)
Old-rose overcast rich wine; the petals and sepals are colored alike, with a faint white stripe and a green throat. Fine texture. The rounded bloom is 4 inches across. One of my favorites among all old-rose colors. Semi-dwarf. Ht. 2 ft. April to June.

CHEE CHEE. Dormant. (Russell)
This small 3½-inch flower with its widest, rounded, rich scarlet red petals and huge deep yellow throat is a twice bloomer and defies any weather conditions. April, May, and again in July. Ht. 2½ ft.

COVER GIRL. Evergreen. (Russell)
Huge bloom of widest petals is curved and twisted and one of the richest purple reds, almost black. Its golden throat is quite a con-

trast to this shade. It draws your attention. 4-inch bloom. 3 ft. June, July.

CREAMY CRINKLES. Dormant. (Russell)
This is one of the daintiest, profusely crinkled ruffled daylilies I have ever produced. It is a solid creamy buff growing 4-inch bloom. 3 ft. June, July.

DRESS AFFAIR. Evergreen. (Russell)
This is what might be termed a true "lipstick red" with a rich chrome throat. Quite a new and unusual combination. It's 4-inch bloom carried on a two-foot stem. May and June.

FLAMING SWORD. Dormant. (Russell)
Deep flaming red variety, with satiny finish, opening wide. Its blooms are small but profuse and come at a season when there are few real reds in bloom. Then its medium height makes it quite unusual. 3½-inch bloom. Ht. 2½ ft. May, June.

GREAT PLAINS. Dormant. (Russell)
This lovely, wide petalled daylily with a deeper eye zone and a golden yellow throat is something you will love always. A clean cut, erect stemmed beauty. 4 inch bloom. Ht. 3 ft. June, July.

INDIAN HILLS. Dormant. (Russell)
Another lovely 20-inch dwarf. Its 5-inch blooms are of the richest brilliant, light red, almost a deep orange red. I've seen no other dwarf in this shade and surely none that bloom so profusely. May and June.

LO THE WIND. Evergreen. (Russell)
This beautiful soft salmon with a slight rose eye zone shading into a rich yellow throat with a decided pinkish over-all cast is a real treasure to behold. The flower is only 3 inches across but 30 to 40 blooms on a single stem more than makes up for its size and is one of the best of all the true salmon colors

SPRING PARADE.

called "pink" by many. 3-inch blooms, height 3 feet. April, May.

QUEEN OF DALLAS. Evergreen. (Russell)
This lovely 6-inch, extremely ruffled flower is buff-yellow with faint fulvous markings. I have yet to see a visitor in my fields who wasn't almost spellbound by its beauty. Ht. 3½ ft. May, June.

RHYTHM. Dormant. (Russell)
Rose red, a color hard to describe. Some call it a true rose-pink, with a 3½-inch flower of a finer form effect than all the Rosea types possess with a beautiful cool apple green throat. 2½ ft. July and August.

ROSE OF TEXAS. Dormant. (Russell)
Rosy red, almost fiery red but lighter. A very fast grower. 4-inch bloom. Ht. 3 ft. April, May, June.

SPRING SONG. Evergreen. (Russell)
The 4½-inch bloom has intensely ruffled petals of true raspberry color with a deeper eye zone and deep veins running through each wide twisted petal; huge apple-green throat and rosy brown sepals. Ht. 2 ft. April, May.

VIGILANTE. Evergreen. (Russell)
This is a must. A large 5 inch flower of the richest velvety rosé-red, with a green throat. Recurved sepals and ruffled petals. 3 ft. May and June.

TIO. Evergreen. (Russell)
Deep purple red, sulphur green throat. 4-inch bloom. Ht. 3 ft. June, July.

MONTE. Evergreen. (Lester) 36 in.
I could never offer this variety now at this price were it not for the fact that it is such a profuse multiplier. Its fully rounded, wide

petals are 6 to 7 inches across and extremely ruffled. Alternate petals are lemon, the other three being deep rosy brown. One of the largest bi-colors grown and in great demand. Ht. 3 ft. April, May, and again in July. \$1.50.

GEORGIA. Dormant. (Stout) 36".
Flowers are large and full of delicate buff with delicate tone of peach veining. This is in to your pink tones in daylilies. The greenish-yellow throat adds beauty to this flower. \$2.00.

HEART STEALER. Evergreen. (Russell)
This Daylily was introduced by us last season. It's truly a rose-pink and will surely steal your heart, as it has everyone's in our garden. 4-inch flower. Ht. 2 ft. May, June.

MIDWEST STAR. Dormant. (Sass) 36".
This is one of the largest yellows we have bloomed, has beautiful form and good texture. \$3.00.

MAID MARIAN. Dormant. (Lester) 42".
A step nearer to pink. A six inch coral rose slightly ruffled. Color is clean and clear of any fulvous tint. A throat of yellow tinted green. Dormant. \$6.00.

MELODY. Dormant. (Russell)
This beautiful rosé red 5 in. bloom with its deeper rose eye, has a green throat that sets it apart from anything in its class. Truly a wonderful flower. Ht. 2½ ft. May, June.

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PALAMINO. Evergreen. (Russell)
Lovely creamy buff with pale trace of pinkish rose. Ht. 2½ ft. April, May.

PARAMOUNT. Evergreen. (Russell)
This wide-petaled Daylily of rich red, ruffled and slightly recurved, is an unusually profuse bloomer. Its stiff, erect stems are something to remember on a well-established

clump. A fast multiplier and one that certainly needs no pampering. June, July.

PINK ELF. Evergreen. (Russell)
This is a deep coral pink, ruffled three inch flower with a deep buff throat. It is the only really dwarf, 18 inch, pink daylily in existence. June and July. \$1.50

PAINTED LADY. Evergreen. (Russell)
We developed Painted Lady several years ago but have never been able to list it again until this year. It's listed in practically every Daylily catalog at prices from \$6.00 to \$15.00 each. So many people have tried to buy it

direct from us, that we simply could not grow stock fast enough. But this past season we secured plants from several sources that had obtained it from us in the past, and I'm able to list it again. The huge blooms are 8 to 9 inches across and the color is cinnamon over yellow, with darker veins throughout. Ht. 3 ft. May, June. \$4.00

SANTA MARIA. Evergreen. (Russell) 34".
This is a lovely rosy red. Quite different from the other reds and rose colors and one of the most profuse bloomers in our fields. Lovely shaped 4-inch bloom. Height 3 feet. May and June. \$1.50.

PINK ELF. Evergreen. (Russell)
A light orchid and rose combination according to the weather but always pretty. Warm days it's a beautiful orchid bi-tone, and cool days a rose-orchid bi-tone, this daily repeats in the fall also, so we call it a twice bloomer. \$1.50

PURPLE DRAGON. Dormant. (Russell)
This huge triangular shaped 6-inch flower is the deepest mahogany-purple. Its petals are pinched at the ends, and its medium wide, wavy petals show a deep, huge golden cup in the center. It blooms twice, in April, May and again in July. Ht. 2½ ft. \$3.00

PURPLE RUSSELL. Dormant. (Russell)
This lovely dainty little 2½-inch flower is really a red multiflora and a clump in full bloom, a slightly darker eye zone and a rich canary-yellow throat. One of the most gorgeous in this color class. Ht. 3 ft. April, May.

ZANZIBAR. Evergreen. (Russell)
Wide, ruffled, wine purple petals. Green throat. 4½-inch bloom. Ht. 2½ ft. April, May and June.

WAX SOLDIER. Evergreen. (Russell)
A true old-rose. The flowers are 5 inches across, slightly recurved, with a slightly darker eye zone and a rich canary-yellow throat. One of the most gorgeous in this color class. Ht. 3 ft. April, May.

WAX SOLDIER. Evergreen. (Russell)
Gold with brownish eye zone. Ht. 2½ ft. Mid-season.

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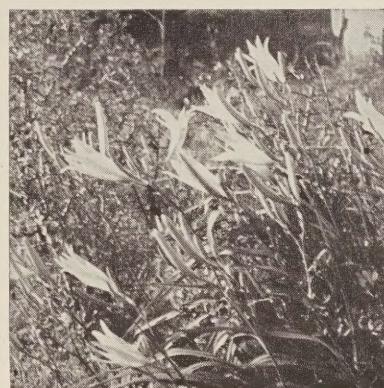
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WAX SOLDIER. Evergreen. (Russell)
A true old-rose. The flowers are 5 inches across, slightly recurved, with a slightly darker eye zone and a rich

WHAT WE DON'T WANT IN DAYLILIES!

We are attempting to show you in this circular actual photographs of daylilies we consider worthy, and also a photograph of a useless variety. Notice it at the right—how it folds up here under our Texas sun. You will not find any like this in your order; only those that can "take it" are sent to you. Our Texas-grown plants, those we consider worthy garden subjects, are proved hardy from Maine to California, and when they hold up after our rigid tests in the Texas sun you can be sure you have something worth having. As to their hardiness, we get enough freeze to burst unprotected water pipes and to kill out many weak daylilies, yet enough heat in the summer to show up a daylily that can't "take it." The plants we send out are all hardy, blooming-size plants, and all orders amounting to \$3.00 or more are sent postpaid; otherwise, send 35c for postage.



WHAT WE DO WANT IN DAYLILIES!



WE SHIP ONLY VIGOROUS HEAVY SIZE PLANTS

A FEW TESTIMONIALS FROM THOSE WHO KNOW DAYLILIES, JUNE 4, 1952

A Compliment from Mr. J. W. HOUSE,
Past President of the Daylily Society

June, 1952

Dear Mr. Russell:

On behalf of Walter and myself, I want to thank you for the nice visit we had at your place on the 1st. I have kidded you a good deal about being King of the Daylily world but I was really surprised to see not only the number, but also the quality of your daylilies. As you know, I have been interested in large, broad petal daylilies for some time, and some that you had were most unusual in this respect, many of your hybrids are better than any I have ever seen in commerce. Among these were some new color breaks that were beautiful. Thank you again.

Yours truly,
J. W. House
Boyle Bldg.
Little Rock, Ark.

June, 1952

Dear Sir:

Yes, this is the lady who was so disappointed in the daylily plants last year, but not now, and I want you to be the first to know. The blooms are simply beautiful, just as your lovely catalogue described, so please keep me on your mailing list.

Yours truly,
Mrs. James McCall, Jr.
Port St. Joe, Florida

We have thousands of testimonials but space does not permit quoting others—Oh, yes, then too, we are not exactly perfect ourselves, at times, but we do attempt to rectify our mistakes.

A Compliment from WILLY MULLER
(Famous Plant Breeder)

May, 1951

Dear Mr. Russell:

I am very glad to tell you that after six weeks in shipment, the plants arrived in the best condition and are now growing quickly. These will have my special care.

Yours faithfully,
Willy Muller
Stuttgart, Germany

July, 1952

Dear Mr. Russell:

Just a few words of appreciation for the plants I ordered from you last fall on your special offer. We had a very severe winter last year in northern Ontario and with very little snow to protect the plants, yet your daylilies survived 42° below zero. Gold Meadows, Purple Sage, and Tejas are all coming in bud now and Nokomis is in full bloom. Of course, the blooming period in Texas is far different from here as none of the varieties start blooming until July. Now people should know the hardiness of your plants.

Yours truly,
Alex Nickason
26 Portage Ave.
Minnow Lake, Ontario

| 195 | | VARIETY | AMOUNT |
|---------|-----------------|--------------|--------|
| Send to | Street or Route | | |
| State | City | When to Ship | |

AMERICA'S LARGEST GROWER (30 solid acres)



After 1-year's growth more than a hundred buds on each clump. Should be more every year if left undisturbed.



NOTE THE WIDE FULL PETALS AND GRACEFUL FORMS ON THESE MAGNIFICENT NEW JEWELS

The Russell Gardens has, for many years, as most of you know, issued the largest all color catalogue of Daylilies in America and we expect to continue to do so, so one now being in the making, that will be delivered to you in the spring of 1954. This circular offers more new introductions than we have ever offered in a catalogue before, plus the BEST of the Russell Gardens proven standbys. When I say BEST we mean just that, for it was you, the accredited judges, throughout America, that have voted us tops. We now stand at the top of the poll, having won the highest award given for a Daylily origination. The January, 1953 issue (page 46) of The Better Homes and Gardens have a full page color display of the Daylilies showing the Russell Variety, Painted Lady. This variety has made the hit parade for the past three years and was originated by us in 1942. Oh, yes, we have been doing a lot in plant breeding since then and I do consider it an honor to know that among the thousands and thousands of plant breeders today you will find among the 100 top leading Daylilies, about 1/6 of this entire lot are our originations. The rest of the 5/6 was divided among the rest of America. I have been criticized, and at times I think, unmercifully, for pricing my daylilies so low but this came only from some of my competitors and I want to state here and now that that is one criticism I will carry gracefully the rest of my life, if need be,

because it was one of my aims at the beginning, almost thirty years ago, to give America better daylilies at a price everyone could afford. Have you ever heard of the average gardener being able to pay fifteen and more dollars apiece for daylilies? Frankly, I don't think so. (I used to do this till I learned better.) I've visited most of the growers and I have been amazed to learn that these so called famous growers were introducing their varieties when they didn't have but 10 or 15 plants each of some varieties, to begin with. I learned almost ten years ago that if a plant was that good, why not hold it a few more seasons and work up a huge stock of this variety (it takes time to test these plants for garden hardiness) so that we may price them within a range that we might all have them. Ours have got to be proven hardy, you know, from Maine to California. We never send out a plant until it has been tested. No, it is no hobby with us—no back yard affair. We are growing 30 solid acres and just for YOU, our retail customers who have made our business what it is today. Even as large as we are, growing over a million and a half daylilies of such quality varieties as we grow, we have never found it necessary to resort to the wholesale trade. I want to say THANKS and thanks again, for your wonderful patronage and we hope and sincerely believe that we will be able to serve you better this year than ever before.

Sincerely, H. M. RUSSELL, Spring, Texas